



Helping All Seniors Thrive[®]

VillageRides is a program of Jewish Council for the Aging[®], funded by the Transportation Planning Board of the Metropolitan Washington Council of Governments. The program serves people of all faiths, ethnicities and walks of life. For more information about JCA programs, visit

www.AccessJCA.org

301-255-4212 - Sara Fought - sara.fought@accessjca.org - 301-255-4247 (direct)



The Direct Approach

Publicity



People



Planning




Persistence




Community Outreach

100% Delish. 15% Donation
to the Senior




Village
of Takoma Park




THIRD TUESDAY, OCTOBER 20th

Do something today that your
future self will thank you for.



Eat at Mark's.



Powered by



Marketing Materials



Logo Design

BURNING
TREE
village

Trey Johanson

Volunteer Driver

Powered by VillageRides

Fridge Magnets

**Silver
Spring
Village**



301-503-7401

www.silverspringvillage.org

Helping Neighbors Age in Place



100% Delish. 15% Donation



to the Senior

Village
of Takoma Park



THIRD TUESDAY, OCTOBER 20th

Do something today that your
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Brochures

**WYNGATE
NEIGHBORS
HELPING
NEIGHBORS**



*Strengthening the well-being and
sense of community of Wyngate
residents of all ages through
neighbors helping neighbors*

301.388.5112

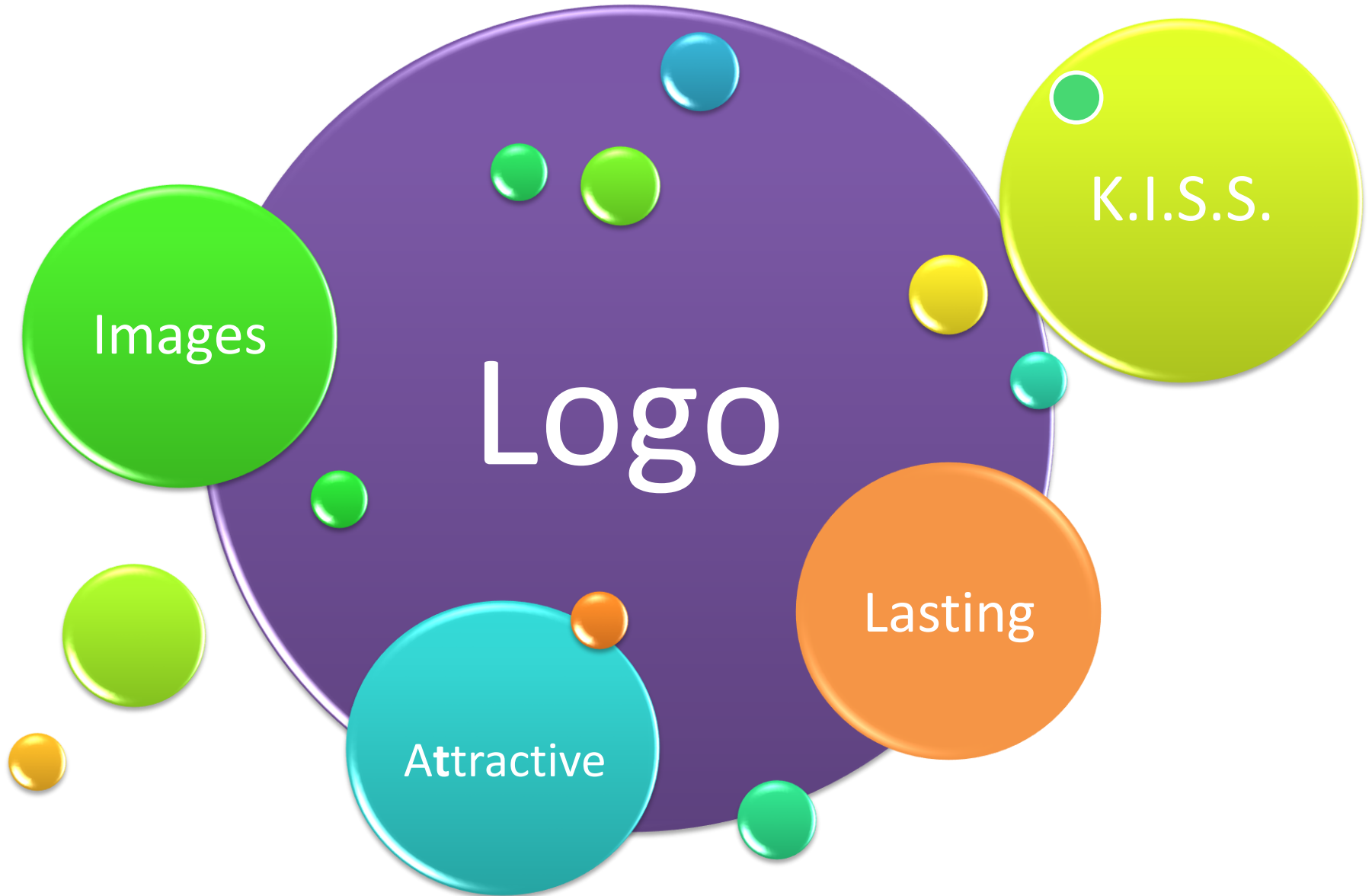
wnhn.help@gmail.com

www.wnhn.org

Revised November 2015

24" x 12" Magnetic Car Signs
(not pictured)

The Whole Package



Social and Digital Media





Free Media

Seniors Today with Austin Heyman

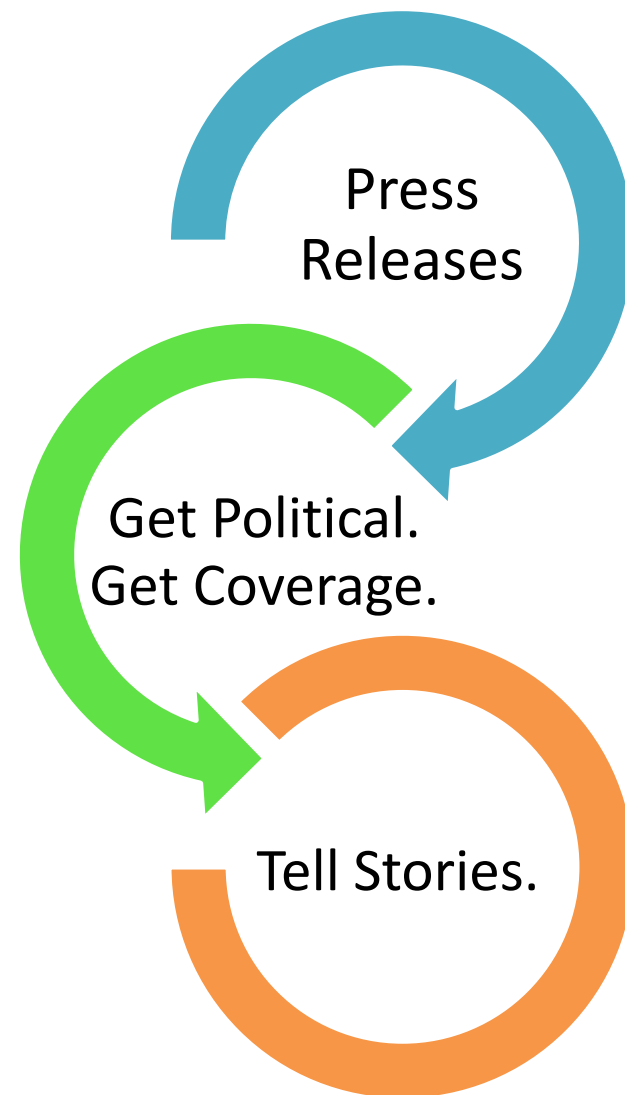
Senior Beacon Editor Barbara Ruben

WAMU Metro Connection, wants to hear from you!

WAMU's the Kojo Nnamdi Show

Montgomery Magazine Editor, Jeff Thoreson

WPFW Social Justice Calendar





Overview

The Direct Approach

Community Outreach

Marketing Materials

The Whole Package

Free Media

Social and Digital Media